

19 October 2006

Thomson Intermedia agrees partnership with GroupM

Thomson Intermedia plc (AIM: THN), a leading provider of media intelligence, has today signed a partnership agreement with GroupM, owned by WPP Group. GroupM is the world's leading media agency group which controls more than 25% of the UK's media spend, and whose agencies include Mindshare, Mediacom, Mediaedge: CIA.

The partnership will see GroupM and all its agencies use the enhanced and tailored Thomson Intermedia services and promote the Thomson Intermedia client system to its customer base of more than 650 of the UK's top advertisers.

The endorsement of the partnership with GroupM supports the growing importance of Thomson Intermedia's services in the world of media and has been made possible due to the increasing depth and timeliness of the data and the unique benefits of Thomson's powerful technology. This follows recent announcements detailing Thomson Intermedia's exclusive access to electronic versions of regional newspapers from the media owners and provides the opportunity for Thomson Intermedia to expedite growth of its customer base.

Nick Theakstone, COO of GroupM UK commented:

"Thomson Intermedia's systems have now become an essential ingredient in adding value to our clients, its products aid us in providing clients with accuracy and timeliness of data. This partnership will support our desire to provide the best transparency and vouching products to all our clients."

Sarah Jane Thomson, Joint CEO of Thomson Intermedia said:

"This is an exciting and significant partnership for us, it represents a tipping point for Thomson Intermedia's products becoming the UK standard and could have a profound impact on the speed of increasing our subscriber base."

"Our relationship with WPP's GroupM is further proof of the importance and opportunity of Thomson Intermedia's technology, data and systems in a dynamic market which is increasingly demanding of data."

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